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We claim:

- 1. A back construction for a seating unit comprising:
 - a flexible back panel configured to support a seated user's torso; and
- a bladder attached to the flexible back panel so that when the bladder expands in one direction and simultaneously shortens in a different direction, the back panel is flexed to a different shape.
- 2. The back construction defined in claim 1, wherein the bladder is elongated, and wherein the different direction that shortens extends parallel a length of the elongated bladder.
- 3. The back construction defined in claim 2, wherein the one dimension is parallel a thickness direction.
- 4. The back construction defined in claim 3, wherein the length extends in a vertical direction.
- 5. The back construction defined in claim 1, wherein the bladder includes multiple pleats that extend in a direction perpendicular to the different direction.
- 6. The back construction defined in claim 5, wherein the pleats extend horizontally.
- 7. The back construction defined in claim 1, including a fluid pump operably connected to the bladder.
- 8. The back construction defined in claim 1, wherein the back panel includes a lumbar section that is flexible.
- 9. The back construction defined in claim 8, wherein the back panel includes a stiff top section and a stiff bottom section connected together by the lumbar section.

- 10. The back construction defined in claim 9, wherein the lumbar section includes vertically-extending side strips that flex, and includes horizontally extending strips that extend between the side strips.
- 11. The back construction defined in claim 1, wherein the bladder extends vertically from top to bottom of the back shell, but extends only partially horizontally across the back shell.
- 12. The back construction defined in claim 1, wherein the bladder is removably attached to the back shell.
- 13. The back construction defined in claim 12, including a cover assembly having a sock top shaped to slide onto and engage a top of the back shell.
- 14. The back construction defined in claim 13, wherein the cover assembly includes a releasable bottom connector shaped to releasably engage a bottom of the back shell.
- 15. The back construction defined in claim 1, including a cover assembly with angled side edges extending non-parallel to side edges of back shell, the cover assembly being attached to the back shell and incorporating the bladder.
- 16. The back construction defined in claim 1, wherein the bladder is riveted to the back shell.
- 17. The back construction defined in claim 1, wherein the bladder includes multiple layers, at least one structural layer being flexible but non-stretchable and providing strength, and at least one elastic layer being flexible and air-impermeable to provide an air-receiving cavity.
- 18. The back construction defined in claim 17, wherein the at least one structural layer includes nylon, and the at least one elastic layer includes urethane.

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- 19. The back construction defined in claim 1, including an air pump operably connected to the bladder.
- 20. A back construction for a seating unit comprising:
 - a rigid back frame;
- a flexible back panel attached to and supported by the back frame at spaced-apart points; and
- a constrictable energy mechanism operably coupled to the flexible back panel at spacedapart locations so that, when the energy mechanism is energized and constricts, the back panel is flexed to a different shape.
 - 21. The back construction defined in claim 20, wherein the back panel is slidably attached to the back frame at a bottom location.
 - 22. The back construction defined in claim 20, wherein the energy mechanism includes an inflatable bladder.
 - 23. The back construction defined in claim 22, wherein the bladder includes transverse pleats subdividing a length of the bladder into a plurality of sub-compartments.
 - 24. The back construction defined in claim 20, wherein the back panel includes a front surface, and the energy mechanism is laid on and against the front surface.
 - 25. A shape-changeable component for a furniture unit comprising:
 - a flexible plastic panel having a curvilinear surface;
 - an inflatable member operably attached to the plastic panel and lying on the curvilinear surface so that when the inflatable member expands in one direction and simultaneously shortens in a different direction, the plastic panel is flexed to a different shape.
 - 26. The component defined in claim 25, wherein the plastic panel forms a seating unit usable for a back of an automobile seat.